PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Richard Heretick DATE: July 23, 1990

FROM: Karen Eisen

SUBJECT: Product Shipment - Ambrosia

The Consumer Research Department will be conducting a paired comparison test on Ambrosia. Each respondent will be given two packs of high floral and two packs of low floral to smoke. To do this, the following product is needed.

	Dots
26 cartons of low floral non-menthol	yellow
26 cartons of low floral menthol	blue
26 cartons of high floral non-menthol	pink
26 cartons of high floral menthol	green

All product should be 100mm, white tipped and in white unidentified packs.

Please ship to:

Mr. Zack Apkarian
Marketing Information Systems Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632

/mc

cc: D. Beran
E. Butson
J. Illes
J. Isaacs
C. Levy
L. Suwarna
J. Taylor
M. Walchak

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Source: https://www.industrydocuments.ucsf.edu/docs/zxlj0004